

Amendments to the Claims:

Cancel in this application original claims 1-20 of the prior application before calculating the filing fee.

21. (new) A composition comprising an ingestible product in admixture with or coated with a platy effect pigment.

22. (new) The composition of claim 21 wherein said ingestible product is a foodstuff.

23. (new) The composition of claim 21 wherein said ingestible product is a beverage.

24. (new) The composition of claim 22 wherein said platy effect pigment is in a coating on the surface of said ingestible product.

25. (new) The composition of claim 23 wherein said platy effect pigment is in a coating on the surface of said ingestible product.

26. (new) The composition of claim 22 wherein the pigment is in admixture with the ingestible product.

27. (new) The composition of claim 23 wherein the pigment is in admixture with the ingestible product.

28. (new) The composition of claim 22 wherein said platy effect pigment is a platy titanium dioxide pigment, platy iron oxide pigment, platy bismuth oxychloride pigment, platy guanine pigment, platy aluminum oxide, platy silicon dioxide, or a combination thereof.

29. (new) The composition of claim 23 wherein said platy effect pigment is a platy titanium dioxide pigment, platy iron oxide pigment, platy bismuth oxychloride pigment, platy guanine pigment, platy aluminum oxide, platy silicon dioxide, or a combination thereof.

30. (new) The composition of claim 22 wherein the amount of said platy effect pigment is about 1 weight percent or less of the composition.

31. (new) The composition of claim 23 wherein the amount of said platy effect pigment is about 1 weight percent or less of the composition.

32. (new) The composition of claim 22 wherein said ingestible product is gelatin.

33. (new) The composition of claim 23 wherein said ingestible product is chocolate.